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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A computerized system for modeling a business process, comprising:
 - a web server implementing a user interface to said system; and
 - a database server in communication with the web server, the database server comprising a data architecture representing the business process, the data architecture comprising:
 - an entity model representing ~~an~~at least one entity responsible for implementing at least a portion of the business process;
 - a transaction model ~~comprising~~representing at least one transaction in the business process in which the entity is involved;
 - a list model ~~representing~~associated with at least one step in the transaction, the list model comprising a list of at least one state or set of information that can be attained by or is associated with the ~~at least one~~ entity ~~associated with~~involved in the transaction; and
 - a task model associated with the list, the task model ~~defining~~representing at least one task associated with the at least one step in the transaction.
2. (Previously presented) The system of claim 1 wherein the database server further comprises:
 - individual user specifications (IUS);
 - company specific parameters (CSP);
 - vertical market system parameters (VMSP) including a set of vertical market templates that operate on top of the data architecture; and
 - a database manager in communication with and operative to manage the IUS, CSP, and VMSP.
3. (Previously presented) The system of claim 1 wherein the entity model, transaction model, list model, and task model are objects.

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4. (Previously presented) The system of claim 3 wherein each object is associated with a primary key.
5. (Previously presented) The system of claim 1 wherein the data architecture further comprises:
an activities model.
6. (Previously presented) The system of claim 1 wherein the entity model comprises:
an entity list representing at least one entity responsible for implementing at least a portion of the business process;
a core record of information coupled to the entity list and operative to store core information;
a lookup table for entity types coupled to the entity list and operative to store information associated with entity types;
a table of entity sub types coupled to the entity list and operative to store entity sub types;
a lookup table of entity sub types coupled to the table of entity sub types and operative to store information associated with entity sub types;
a table of entity relationships coupled to the entity list and operative to store entity relationship information; and
a lookup table of entity relationship types coupled to the table of entity relationships and operative to store information associated with entity relationships.
7. (Previously presented) The system of claim 6 wherein the entity types are a function of at least one of company specific system parameters and vertical market system parameters.
8. (Previously presented) The system of claim 1 wherein the transaction model comprises:
a plurality of transactions, each transaction being associated with at least one entity; and
a plurality of transaction details tables (TDT), each TDT associated with a transaction and including high-level information about the associated transaction.
9. (Previously presented) The system of claim 1 wherein the list model further comprises a lookup table of lists associated with the list of at least one entity.

10. (Previously presented) The system of claim 9 wherein the list model further comprises a lookup table of list categories associated with the lookup table of lists and operative to group lists into categories.
11. (Previously presented) The system of claim 9 wherein the list model further comprises: lookup tables for lists-to-be-added-to lists-to-be-removed-from, and list-tasks-to-add, the lookup tables associated with the lookup table of lists.
12. (Previously presented) The system of claim 10 wherein the list model further comprises: a lookup table for list-cycle-steps associated with the lookup table of lists; and lookup tables for list-cycle-steps-to-add-to, list-cycle-steps-to-remove-from, and list-cycle-step-tasks-to-add, each lookup table being associated with the list-cycle-steps table.
13. (Previously presented) The system of claim 9 wherein each lookup table of lists is capable of having associated meta-data.
14. (Currently amended) A method for modeling a business process comprising:
 - providing a web server implementing a user interface;
 - providing a database server in communication with the web server, the database server having a data architecture representing the business process, the data architecture comprising:
 - an entity model representing ~~an~~at least one entity responsible for implementing at least a portion of the business process;
 - a transaction model ~~comprising~~representing at least one transaction in the business process in which the entity is involved;
 - a list model ~~representing~~associated with at least one step in ~~a~~the transaction, the list model comprising a list of at least one state or set of information that can be attained by or is associated with the ~~at least one~~ entity ~~associated with~~involved in the transaction;
 - and
 - a task model associated with the list, the task model ~~defining~~representing at least one task associated with the at least one step in the transaction; and
 - using the web server to model a business process.

15. (Previously presented) The method of claim 14 wherein the method further comprises modifying the entity model by modifying at least one of entity types, entity sub types, and entity relationships.
16. (Previously presented) The method of claim 14 wherein the method further comprises modifying the list model by adding associations to an existing list to track additional information about list members.
17. (Previously presented) The method of claim 14 wherein the list of at least one entity comprises a list entity record and wherein the method further comprises marking the list entity record as removed when at least one of an entity and an entity-transaction pair is removed from the list.
18. (Previously presented) The method of claim 14 wherein the method further comprises associating the list of at least one entity with lookup tables for lists-to-be-added-to and lists-to-be-removed-from to allow for the tracking of list history.
19. (Previously presented) The method of claim 14 wherein the method further comprises: providing for action-based rules using objects representing lookup tables for lists-to-be-added-to, lists-to-be-removed-from, and list-tasks-to-add.
20. (Previously presented) The method of claim 19 wherein the method further comprises: providing for time-based rules using objects representing lookup tables for list-cycle-steps, list-cycle-steps-to-add-to, list-cycle-steps-to-remove-from, and list-cycle-step-tasks-to-add.
21. (Previously presented) The method of claim 20 wherein action and time-based rules are recursive.
22. (Currently amended) A computerized system for modeling a business process, comprising:
 - web server means for implementing a user interface to said system; and
 - database server means in communication with the web server, the database server means having a data architecture representing the business process, the data architecture comprising:

entity means for representing ~~an~~at least one entity responsible for implementing at least a portion of the business process;

transaction means ~~comprising~~for representing at least one transaction in the business process in which the entity is involved;

list means for ~~representing association with~~ at least one step in ~~a~~the transaction, the list means comprising a list of at least one state or set of information that can be attained by or is associated with the ~~at least one entity associated with~~involved in the transaction; and

task means associated with the list, the task means for ~~defining~~representing at least one task associated with the at least one step in the transaction.

23. (New) The computerized system of claim 1, wherein the entity is selected from the group consisting of an organization, a human, and a location.
24. (New) The computerized system of claim 1, wherein the list-model is configured so as to leave the entity model unmodified by its association with the list.
25. (New) The computerized system of claim 1, wherein the task represented in the task model is also associated with the entity.